



Canadian Food and Beverage Show

February 19-21, 2006 – Toronto, Canada

Who Should Attend: U.S. exporters of food, including catering products; beverages, wine and spirits for the hotel, restaurant and institutional trade should attend. A 10 x 10 foot hard wall booth is \$2900 (USD), and includes carpet, a listing in the show directory, fascia board, electrical outlet, 800 watt duplex, exhibitor passes, wastebasket, 10 registration forms, and daily cleaning.

Why: This is the largest food and beverage trade show in Canada, drawing over 700 exhibitors and 10,000 trade visitors. FAS will sponsor a USA Marketplace Pavilion at the show, including cooking demonstrations, and business center in which to host one-on-one meetings between U.S. exporters and prospective brokers/importers.

The Market: Canada bought over \$9.7 billion in U.S. farm products in 2004, including over \$7 billion in consumer-ready foods. It is the largest market in the world for U.S. agricultural exports. Consumer-ready foods are the fastest-growing segment accounting for 75 percent of imports. Categories with the fastest growth include poultry, fresh fruit, tree nuts, snack foods, and breakfast cereals and pancake mixes.

American products account for more than two-thirds of total Canadian agricultural imports. The magnitude of the Canadian market becomes apparent when looking at provinces alone: if Ontario, British Columbia and Alberta were countries, they would rank respectively, as the 4th (\$6.1 billion), 7th (\$1.4 billion) and 17th (\$580 million) largest individual markets for U.S. agricultural exports.

Best Prospects: Healthy and convenient food options; organic foods, soy products, whole grain products, meal solutions, food-to-go home meal replacement, sauces & salad dressing, ethnic and kosher foods, value-added fish and seafood, snacks, exotic fruits and vegetables and value-added produce items

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For more information on the show, visit: www.fbshow.com